

**Regional Offices on Women's Health (OWH)**  
**Request for Applications (RFA):**  
**Reducing Health Disparities by Preventing Obesity among**  
**Minority and Underserved Women and Girls**

**A. Application Submission Deadline**

- Applications must be received no later than **February 10, 2011** at 5:00 p.m. Mountain Time (MT).
- Submit applications in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202
- Do NOT submit applications to the Department of Health and Human Services (HHS) Regional Offices on Women's Health (OWH)
- Please read all instructions prior to submitting your application

For help with this RFA:

Please e-mail: [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or phone toll-free: 1-866-224-3815

An applicant conference call to provide an overview of the funding opportunity will be held on: **January 18 at 2 p.m. ET/ 1 p.m. CT/ 12 noon MT/ 11 a.m. PT.**

To join this conference call on January 18, 2011 please dial **1-866-592-3899**.

Upon dialing in, please provide the following **conference ID number: 18996802**.

The title of the call is *"OWH Health Disparity Funding Opportunity Conference Call."*

Advance registration is **NOT** required to join the call.

**B. Application Guidelines**

This RFA is coordinated by John Snow, Inc. (JSI) on behalf of the HHS Regional Offices on Women's Health (OWH). Funding is available for activities and events in support of projects that address obesity prevention in minority and underserved women and girls. Community-based partnerships and collaboration are strongly encouraged.

**Who can apply:** Funding is available to eligible entities located in the 50 states, the District of Columbia, the six (6) U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico and the U.S. Virgin Islands. Eligible entities may include: public and private non-profit organizations, community-based organizations, faith-based organizations, national organizations, colleges and universities, health care providing organizations, government agencies, professional organizations, tribal government agencies and tribal/urban Indian, Native American/Alaska Native organizations.

**C. Funding Available**

Projects will be funded up to a maximum amount of \$2,500.

## **D. Background**

The HHS Regional Offices on Women's Health (OWH) has contracted with John Snow Incorporated (JSI) to administer this RFA. The mission of the HHS OWH is to provide leadership to promote health equity for women and girls through sex and gender-specific approaches.

In order to achieve this mission, HHS OWH engages in the following activities:

- Developing innovative programs
- Educating health professionals
- Motivating behavior change in consumers through the dissemination of health information

For more information on the HHS OWH, please visit

<http://www.womenshealth.gov/owh/about/>

Within the OWH, there are ten Regional Women's Health Coordinators (RWHCs) in the United States who coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state and local levels. The RWHCs advance the mission of the OWH in the U.S. HHS and represent the Deputy Assistant Secretary for Health (Women's Health) by administering programs that improve the health of women in communities across the country, and by coordinating activities and programs in health care service delivery, research, and public and health professional education. Sensitivity to local, state, and regional needs in women's health is reflected in their work to identify priority health areas, to establish networking relationships, and to implement initiatives addressing regional women's health concerns. For additional information about the RWHCs and the regional offices, please visit <http://www.womenshealth.gov/owh/reg/>.

## **E. Additional Funding Opportunities**

This RFA is one of many funding opportunities which have been made available through the JSI on behalf of HHS OWH. Below is a list of additional opportunities and the RFA release dates.

- Building Systems of Prevention through Health Promotion:  
Release date: October 2010
- Heart Attack and Stroke 9-1-1 Awareness Campaign for Women:  
Release date: November 2010
- Reducing Health Disparities and Achieving Health Equality: Addressing Depression among Racial and Ethnic Minority or Underserved Women and Girls:  
Release date: January 2011
- Preventing Tobacco Use in Young Women of Low Socioeconomic Status:  
Release date: February 2011

## **F. Project Areas To Be Funded**

There has been an alarming increase in rates of obesity in the United States within the past 10 years. It has been estimated that health costs attributable to obesity were approximately \$75 billion in 2003.<sup>1</sup> Approximately 60 million adults or 30 percent of the adult population is now considered obese.<sup>2</sup>

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<sup>1</sup>Center for Disease and Control Prevention. Obesity. <http://www.cdc.gov/obesity>. Retrieved on February 04, 2010.



While obesity has had major adverse health effects on adults, it has had an even more profound effect on children. Statistics show that 61 percent of overweight 5 to 10-year-olds already has at least one risk factor for heart disease.

Overweight and obesity significantly contribute to many serious health conditions such as high blood pressure, high cholesterol, heart disease, type 2 diabetes, stroke, osteoarthritis, and some types of cancer.

This RFA supports the goal of the Surgeon General's Vision for a Healthy and Fit Nation, "As a nation, we must create neighborhood communities that are focused on healthy nutrition and regular physical activity, where the healthiest choices are accessible for all citizens."<sup>3</sup>

Funding is available for specific activities intended to prevent, raise awareness of, or respond to, overweight and obesity problems in communities within the ten HHS regions and its affiliated territories. Projects may focus on helping communities, individuals, or families to implement healthy eating habits and/or increase opportunities for, and engage in, physical activity. Other projects that will be considered include training for health care providers to address obesity in minority and underserved women and girls in a culturally appropriate manner and the development of organizational policies that create healthier environments.

Preference will be given to projects that reach or address populations at higher risk for obesity based on their race and ethnicity and/or the economic and social conditions in which they live. This includes women and girls of racial or ethnic diversity, immigrant women and girls, women and girls in rural areas, and women and girls with disabilities.

Organizations funded through this RFA are encouraged to use one or more of the federal programs and resources listed under "Suggested Federal Programs and Resources" below.

### **Suggested Federal Programs and Resources**

Projects funded through this RFA are encouraged to use the following programs and resources:

Body Works (HHS Office on Women's Health) <http://www.womenshealth.gov/bodyworks/>

Let's Move! (First Lady Michelle Obama's nationwide campaign to tackle the challenge of childhood obesity) <http://www.letsmove.gov/>

We Can! (National Heart Lung and Blood Institute) <http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/>

<sup>2</sup>Center for Disease and Control Prevention. Facts about Obesity in the United States. [http://www.cdc.gov/pdf/facts\\_about\\_obesity\\_in\\_the\\_united\\_states.pdf](http://www.cdc.gov/pdf/facts_about_obesity_in_the_united_states.pdf). Retrieved on February 04, 2010.

<sup>3</sup> U.S. Department of Health and Human Services. The Surgeon General's Vision for a Fit and Healthy Nation 2010. <http://www.surgeongeneral.gov/library/obesityvision/obesityvision2010.pdf>. Retrieved on February 10, 2010.

<sup>4</sup> Trust for America's Health. F as in Fat 2009. <http://healthyamericans.org/reports/obesity2009/>. Retrieved on February 11, 2010.

My Bright Future: Physical Activity and Health Eating for Young Women (Health Resources and Services Administration)

<http://www.hrsa.gov/womensHealth/mybrightfuture/menu.html>

LEAN Works: A Workplace Obesity Prevention Program (Centers for Disease Control and Prevention) <http://www.cdc.gov/leanworks/>

Nutrition Resources for Health Professionals (Centers for Disease Control and Prevention) <http://www.cdc.gov/nutrition/professionals/index.html>

Presidential Active Lifestyle Award (The President's Challenge Program)

<http://www.presidentschallenge.org/challenge/active/index.shtml>

Other federal resources on overweight and obesity can be found at

<http://www.surgeongeneral.gov/obesityprevention/resources/index.html>.

## **G. Funding Notification**

This is a competitive process. All applications will be reviewed by a technical review panel. Applicants will be notified by e-mail or mail as to the status of their application by April 6, 2011.

## **H. Payment Process**

This award is a contract not a grant. Awardees will become sub-contractors of JSI. You will receive payment after the completion of your project and approval of your final report. Payments will be processed within 30 days of receipt and approval of final report.

**Note:** All modifications to your project must be approved before your project is implemented. Modifications to your proposed project that are not approved in advance may result in nonpayment of your award. To request approval for modification, please contact JSI at [owhapplication@jsi.com](mailto:owhapplication@jsi.com).

## **I. Project Time Frame**

Awardees will have until September 15, 2011 to complete their projects (including submission of final report).

## **J. How To Submit an Application**

- Submit applications in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202

**Note:** E-mail is the preferred method for application submission. Applicants that do not have e-mail may submit applications via mail.

- Applications will not be accepted by the Regional Offices on Women's Health
- Applications must be received by JSI by e-mail or mail submission no later than **February 10, 2011** at 5:00 p.m. Mountain Time
- Applications can not exceed 6 pages in length
- You will receive confirmation of your submission in three days. If you do not receive a confirmation, please call toll-free 1-866-224-3815
- If you have questions or need assistance please call 1-866-224-3815



## **K. Review Process**

Applications will be reviewed by a technical review panel. Successful applications will be selected based on their relevance to OWH program objectives and the following criteria:

- Form I. All requested contact information is included (5 points)
- Form II. Organizational Background (20 points)
  - Description of organization's mission, history, and services is provided
  - Description of geographic area and population served is provided
- Form III. Proposed Project Description (35 points)
  - Proposed project information is provided
  - Proposed project goals and objectives are identified
  - Community need for the project is described
  - Proposed project partners are described
  - Proposed project target population is described
  - Planned activities and deliverables are identified
- Form IV. Project Evaluation (20 points)
  - Performance Measures are described and relate to the proposed project goals and objectives
- Form V. Budget (20 points)
  - Budget expenses are detailed in the table provided and all expenses are allowable. Other sources of funding are included

## **L. Disclaimer**

The HHS OWH has contracted with JSI to administer this request for application. Awardees will become subcontractors of JSI.

All materials submitted regarding this project announcement become the property of HHS. HHS has the right to use any or all information/materials presented in your application, subject to limitations for proprietary or confidential information. Disqualifications or denial of the application does not eliminate this right.

It is the responsibility of the applicant to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the application shall be clearly stated in the application itself. The privacy policy for JSI is available at <https://www.jsi.com/JSIInternet/privacy.cfm>. The HHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

Event materials supported through these funds must include acknowledgment of support from the U.S. Department of Health and Human Services, Office on Women's Health. The awardee must also include the following statement on event materials distributed at events: **"Funding for this activity was made possible in part by the HHS, Office on Women's Health. The views expressed in written materials or publications and by speakers and moderators at HHS-sponsored conferences, do not necessarily reflect the official policies of the Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."**

The contents of the application will become contractual obligations if the project is funded. JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

## **Application Instructions**

Complete your application using the following forms. Be sure that Form I of application is signed by an official from your organization with fiduciary responsibility. Complete applications cannot exceed 6 pages in length (5 pages for Forms I, II, III, IV and 1 page for Form V).

Completed applications include:

Cover Page (included as Form I)

Organizational Background (included as Form II)

Proposed Project Description (included as Form III)

Project Evaluation (included as Form IV)

Project Budget (included as Form V)

## **Reducing Health Disparities by Preventing Obesity among Women and Girls**

### **Cover Page – Form I**

#### **Contact Information**

HHS Region: Southern Gila County

Organization Name: Gila County WIC

Mailing Address, City, State, Zip: 5515 S. Apache Ave. #700, Globe, AZ 85501

Executive Director: Ursula Donovan, WIC Program Manager

Project Director: Charlene Becker

Telephone Number: (928)402-8819

E-mail Address: cbecker@co.gila.az.us

Fax Number: (928) 425-0794

Organization's Employer Identification  
Number (EIN)/Tax Exempt Number: 866000444

Signature of responsible official:

Note: Applications should be signed by an official with fiduciary responsibility for your organization. For applications submitted via e-mail, a typed electronic signature with a statement "this typed signature represents an official signature" is acceptable.



## Organizational Background – Form II

1. Describe your organization's mission, history, and services provided. Include information on how your organization is qualified to implement the proposed project.

The Mission of the Division of Health & Emergency Services is to improve the quality of life for all residence. The WIC Department is one department under the division that has provided services to our residents for thirty plus years. We have continued to see positive outcomes through the services we have provided. This speaks for our qualifications to implement the proposed project. Through our experience and expertise, we have assisted the families in our community in reaching a better quality of life.

The Division and WIC program is committed to the health of our citizens. Poor nutrition, obesity and lack of exercise are serious health issues that our Division and WIC are committed to preventing, raising awareness of, and responding to these problems in our community. The WIC staff provides services to a diverse and targeted population with the same level of commitment to excellence and equality.

The services provided through the WIC department are: To improve health and wellbeing through nutrition education and promotion of physical activity with the support of people and programs to reduce hunger, increase breastfeeding, and decrease obesity throughout Arizona. We provide services to pregnant mothers, postnatal mothers, breastfeeding mothers, infants, and children up to the age of five. We also provide services for the senior citizens of Gila County by facilitating the CSFP program (Commodity Service Food Program).

2. Provide a brief description of the population and geographic area that your organization serves.

The service area in which WIC services are provided is the entirety of Gila County, however the specific area this proposed project will serve is Southern Gila County where there is a large percentage of Native American, and Hispanic citizens and where the highest population of ethnic minorities and low social economic status resides.

The US Department of Health & Human Services statistics indicate risk factors in adults, 32.7% no exercise, 24.5% obesity, 34.5% high blood pressure and 8.8% diabetes and 12.5% live below the poverty level. (reference: US Census 2007). The proposed project intends to target women and girls of racial or ethnic diversity, and women and girls with disabilities. We believe by serving this targeted population, we will be able to make a positive impact on the future health of our community.

## Project Description – Form III

1. What is the proposed project name?

**FIT WIC for WOMEN**

2. What do you want to accomplish with this project? List the goal(s) and objectives for the proposed project. Please refer to the following website to develop SMART goals, objectives and outcome measures:

<http://www.goal-setting-guide.com/goal-setting-tutorials/smart-goal-setting>



Also include an explanation of why you think this project will be effective.

**Goal:** Build a FIT WIC program to coordinate with the FIT WIC for children program that we have already in place **Objective:** To raise awareness of the health risks of overweight and obesity in our community and to promote healthy nutritious eating habits and exercise.

**Goal:** Plan, organize and facilitate physical activities specific to the FIT WIC Project.

**Objective:** to combine with the FIT WIC for children program to reach more people.

**Goal:** We plan to enlist quest speakers from our local Cobre Valley Community Hospital who is a certified fitness trainer with a nutrition background. The workshops will consist of two, two hour workshops that we will facilitate enlisting assistance from our WIC nutritionist who is a WIC staff member. **Objective:** To educate women of the community and WIC clients on the importance of diet and exercise.

To measure the success of reaching our goals, we will formulate a pre and post test/quiz which will have questions specific to the content of the program goals and objectives, and to the content of the education component of the speakers we will enlist as well as information presented in the workshops. A satisfaction survey of no more than 10 to 12 questions will be generated to present to all attendees which will also be utilize to measure the success of the program and satisfaction of the clients.

2a. Does the proposed projects include evidence based or proven activities or interventions? Will you be replicating an evidence based model? If yes, please describe. (For information on a wide range of programs and policies that have been found to be effective, please see "The Community Guide" at <http://www.thecommunityguide.org/index.html>.)

The project will be evidenced based on the success in the number of clients who have successfully attained prior program and personal goals and the efficacy of the services we have provided, and in the number of years we have enjoyed an admirable success rate.

This project will be effective because our Department has enjoyed a large measure of success and positive outcomes for many years, by providing the variety of services that WIC offers and the positive results that have been accomplished. Nutrition education has always been priority in the WIC Program, and the end result has been healthier children and better educated parents, who have benefited from our program. The FIT WIC for children program is a great success averaging at least 10 -12 people per session.

FIT WIC is a program which promotes exercise for our 3 and 4 year olds. The parents bring their children and participate with them once a month to exercise and learn fun ways to exercise.

One way we promote exercise and well being is the planting of the FIT WIC garden. The parents and children help us plant a garden, maintain the garden, and harvest the garden. We also do various exercises that the parents can do with their children rather than let them watch T.V. and play video games all day. We do stationary exercises along with outside fun exercises. We measure the success of the FIT WIC program by the number of parents and children who continue to come back every month. Each child is given a booklet that we keep here at WIC and at each FIT WIC they attend they get a stamp. If they receive five stamps they will receive a prize.



We would like to model our FIT WIC for Women program similar to that of our FIT WIC for Children program. We would educate the women regarding the WIC program and within our area of Gila County. This program would be available to everyone, but primarily to those in our community who cannot afford to pay for exercise classes. We will recruit available speakers who will address the problems of obesity and provide strategies on how to overcome it. I will develop an exercise program consisting of a walking program during which I would assist in directing participants in exercises three times per week. Exercise videos would also be purchased to help educate in the safe and proper manner of maximizing the effects of an exercise routine.

3. Describe the community's need for this project. Use Quick Health Data Online statistics whenever possible <http://www.healthstatus2010.com/owh/>

The need for this proposed project is evident in the fact that there are currently no programs in our rural area that specifically target obesity, and the statistics reflect that Gila County is among the 10 of 15 counties where the prevalence of obesity exceeds the statewide obesity rate of 19.5%. The need is also evident in the unavailability of programs and resources in our rural area to address this issue. The affordability of exercise classes at our local gym, exceeds the financial status of our WIC participants. This proposed project will afford the women of the community who are low-income, have a place to exercise and to learn about healthy eating, by coming to exercise classes offered by the FIT WIC for Women program.

4. Describe your proposed project. How you will carry it out? Who are your partners?

This proposed project will promote the importance of exercise and eating healthy to win the fight against obesity for young women and women within the community.

This proposed project will be called FIT WIC for Women and will work the same way as FIT WIC for three and four year olds except exercises will be tracked and scheduled for five days a week instead of once a month. We will advertise it within our WIC clinic and Health Department and other departments that work with the public of Gila County. It will be put into a PSA article in the local paper.

Our partners will be the Health Department and other interagency coalitions of Gila County. I would like to set up a FIT WIC for Women Workshop that will consist of a Nutritionist and Physical Trainer Speaker. The person I have in mind is the Wellness Coordinator of Cobre Valley Community Hospital. We will set up an appointment with our WIC clients to attend this workshop and it will also be advertised the same way as mentioned previously, for Gila County employees and the public. Once the two hour workshop has been done we will then let the participants know of our exercise schedule that will be set up at the WIC Building. I will set up specific times and schedules to do exercises such as a walking schedule three times a week for 30 minutes and a Zumba exercise class twice a week, which I would like the participants to partake in twice a week. Both will be offered here at the Gila County WIC office. In the case of bad weather I would like to have an xbox 360 kinnect set up in the conference room with exercise games to do instead of walking for 30 minutes, mix it up so the exercises are fun and not routine and monotonous.

One of the exercise components will be gardening. We already have our WIC garden established and the women can help with the weeding, planting, maintaining and

harvesting of the Garden. We will also have tracking sheets to track their progress and food diaries to track what they are eating throughout the day to keep them accountable, because eating healthy is going to be just as important as the exercise schedule. It will be set up like a menu consisting of amount of servings of food from the USDA food pyramid recommendations. They will have to keep track of how many servings they have had compared to the recommended servings, each week. This tracking sheet will also track their exercise. Every week we will check their progress, with a survey to see if they feel a difference within themselves, such as energy, weight loss, and overall health. Within a six week period we will check their progress, and then start all over again with a two-hour workshop to see if we can get more participants interested.

5. What is the proposed project's target population? Include women/men, race and ethnicity, rural/urban, age groups, and consumer/professional. Where is the target population located? How many people will be reached by this project?

This project will target women, girls in ethnic minorities, and in the low social economic population in southern Gila County, and Gila County employees. I am hoping to reach as many people as I can my target would be 100 people.

6. In the table below, provide a timeline for all activities required to carry out this project. (Add more rows as needed.)

| Activity   | Start Date | End Date   | Person Responsible |
|--|------------|------------|--------------------|
| The importance of Diet and Exercise Workshop( two work shops too start with one at the beginning of the six weeks and one at the end of the six weeks) | 04/05/2011 | 04/05/2011 | Charlene Becker    |
| Zumba Class twice a week   | 04/11/2011 | 05/20/2011 | Charlene Becker    |
| Walking for thirty minutes three times a week  | 04/11/2011 | 05/20/2011 | Charlene Becker    |
| Kinnect sports in case of rain on walking days   | 04/11/2011 | 05/20/2011 | Charlene Becker    |
| Kinnect Biggest Loser Exercise Game for rainy days   | 04/11/2011 | 05/20/2011 | Charlene Becker    |
| Preparing for the Garden   | 04/11/2011 | 05/20/2011 | Charlene Becker    |
| Working and Maintaining of the Garden  | 04/11/2011 | 05/20/2011 | Charlene Becker    |

7. Deliverables: Identify final product(s) that you will submit to JSI, for example, report on proceedings; training curriculum, etc.

- ❖ Workshop schedule and outline of discussion points.
- ❖ Schedule of walking program who attended and Zumba Class.
- ❖ Tracking sheets for walking/exercise and Zumba classes.
- ❖ Menu journal tracking sheets for eating and servings allowed per USDA recommendations.
- ❖ Wellness Survey sheets done weekly on progress of self and program, filled out by participants of FIT WIC for Women. Pre/Post Tests.
- ❖ Total of six survey sheets per participant.



## Project Evaluation – Form IV

1. Evaluation: What performance measure(s) will you use and how will you evaluate the success of your project? Performance measures should be directly related to the goals and objectives described in Form III, question 2. Examples of evaluation methods include pre-post test to measure improved health indicators or questionnaire to measure knowledge gained as a result of this project.
  - ❖ Tracking sheets for walking and Zumba classes and/or exercise 30 minutes per day.
  - ❖ Menu journal tracking sheets for eating and servings allowed per USDA recommendations.
  - ❖ Wellness Survey sheets done weekly on progress of self and program, filled out by participants of FIT WIC for Women. Total of six survey sheets per participant.

## Project Budget- Form V

1. List how you will use requested funds for this project in the table below.

| Item Description   | Unit | Unit Cost (\$)                | Cost Covered by Requested Funds | Total Cost (\$) |
|--|------|-------------------------------|---------------------------------|-----------------|
| <i>Exercise tracking sheets 6 per participant</i>  | 600  | \$0.25 ea.                    | \$150.00                        | \$150.00        |
| <i>Menu tracking sheets 6 per participant</i>  | 600  | \$0.25 ea.                    | \$150.00                        | \$150.00        |
| Survey on well being after each week 6 per participant   | 600  | \$.25 ea.                     | \$150.00                        | \$150.00        |
| Pamphlet on the importance of exercise   | 200  | \$.50 ea.                     | \$100.00                        | \$100.00        |
| Zumba Fitness Total Body Transformation System DVD set   | 1    | \$69.95+ tax \$6.73 = \$71.68 | \$71.68                         | \$71.68         |
| Speaker Ted Quinn Workshop two hours   | 2    | \$300.00                      | \$600.00                        | \$600.00        |
| Xbox 360 4gb Console with Kinect Bundle  | 1    | \$299. + tax 28.70 = 327.70   | \$327.70                        | \$327.70        |
| Kinnect sports(for rainy days can't walk)  | 1    | \$49.96+4.85=54.81            | \$54.81                         | \$54.81         |
| Biggest Loser Ultimate Workout(for rainy days can't walk)  | 1    | \$49.96+4.85=54.81            | \$54.81                         | \$54.81         |
| Supplies ( art supplies for posters)<br>Markers, poster boards, glue, scissors, construction paper, etc... |      | \$341.00                      | \$341.00                        | \$341.00        |
| Garden supplies<br>Top soil, fencing, plants, seeds, gardening tools                                       |      | \$500.00                      | \$500.00                        | \$500.00        |
| Total:   |      |                               | 2500.00                         | 2500.00         |

2. List other sources of funding to support the project budget, if any including in-kind support.

None

Examples of activities that can be funded include: health walks, health fairs, training, educational materials, and speaker fees. Educational materials purchased with this funding must be scientifically based, medically accurate, and up to date.

Federal funding will not be provided for the following:

- capital building projects, overhead, or indirect costs
- food and beverages
- research, direct clinical services, lab services and testing kits
- printing and copying over \$1,000
- promotional items (i.e. t-shirts, sunscreen, pens)
- volunteer stipends
- creation of books, DVDs, CDs and other marketing media such as websites- this does not include reprinting of HHS materials
- fundraising activities